

HE-RO
SON OF HE-MAN
AND THE
MASTERS
OF THE UNIVERSE

HERO SON OF HE-MAN AND THE MASTERS OF THE UNIVERSE™

Developed in Conjunction With

Lou Scheimer Productions

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Before "Power Rangers" and "Ninja Turtles"... before "Ghost-busters" and "Sonic the Hedgehog"... there was He-Man.

With over 130 episodes – and two billion dollars in merchandising – it set the standard for the toy-television synergy which all of its successors emulated. It was the first male action figure/children's program to become a household word and a cultural icon for an entire generation.

An archetype of empowerment and aspiration, He-Man had children around the world thrusting aloft their powerswords and declaring, *"I have the power!"*

Furthermore, "He-Man" broke new ground in children's programming by proving that action-adventure cartoon series could enrich, innovate and enlighten as well as entertain.

For those of us fortunate enough to have been part of this phenomenon, it was an experience we will never forget.

Now there is a "He-Man" for the next generation: the children of the 90's... and beyond. Presenting...

HE-RO
-Son of He-Man-

Ready to kick skull on Skeletor – all over again!

SERIES SUMMARY

Dare, a Tarzan-like "wild child," becomes the adopted son of He-Man. By the Power of Greyskull, Prince Dare's Power Sword transforms him into He-Ro, a mighty warrior who battles Skeletor and his lackeys in a bold struggle to decide the fate of the planet called Eternia – and, ultimately, the universe.

WHY HE-RO?

In the 90's, there are few moral imperatives. The Ten Commandments have been argued and adjudicated until they might as well be called the "ten suggestions." But kids are not prepared to deal with such ambiguity. They need absolutes. They need certainty. They want to be told what's good and what's not.

We know kids are supposed to get their morals, first and foremost, from their parents. But they also get them from TV. That is why we need characters like He-Ro, who know the right thing to do – and have the emotional strength to do it. It's not just about physical strength – although that is one of the hooks that gives kids a feeling of empowerment. Ultimately, kids want a sense of what's right. Through kick-ass action/adventure with an underlying moral, we can keep our audience entertained – while providing a moral compass to help them find their way in a confusing world.

By the Power of Greyskull

THE BACK STORY

FIRST, A BRIEF HISTORY OF HE-MAN:

He-Man was the alter ego of Prince Adam, son of King Randor and Queen Marlena (an Astronaut from Earth, who had crash-landed on Eternia years before).

Adam was given the Power Sword by the Sorceress, who dwells in Castle Greyskull, a mysterious, mystical fortress impossible to enter without invitation. Adam transformed into He-Man by thrusting the magical Power Sword aloft as he shouted out:

"By the Power of Greyskull... I have the Power!"

Besides the Sorceress, and Adam's pals Orko and Cringer, the only person who knew of Adam's dual identity was the noble warrior called Man-At-Arms — a right-hand-man to King Randor and a mentor to Adam.

Man-At-Arm's daughter Tee-La was a member of the castle guard, assigned to be Prince Adam's bodyguard. She was so good at her job, Adam had a hard time sneaking away from her watchful eye to transform into He-Man! Tee-La was well-trained in the arts of battle by her father, and was as fierce a fighter as any man. Tee-La loved He-Man from afar, but she looked down on Adam for being a dilettante, and even worse, a coward — where was he, every time there was trouble?



Adam's friend Orko was a mischievous magician from the planet Trolla, in another dimension. Orko refuses to grow up and ranks among the most incompetent of mages.

Then there was Cringer, a "cowardly lion" Etemian Tiger. Cringer transformed into the powerful and courageous Battle-Cat when Adam transformed into He-Man, and became the brave steed on which He-Man rode into battle.

He-Man's ongoing nemesis was Skeletor. This evil warrior's goal was to become Master of the Universe. Starting by conquering Etemia and capturing the magical secrets of Greyskull. But his plans were continually foiled by He-Man.

In his lair, Snake Mountain, Skeletor held sway over a legion of evil cohorts such as:

- Beast-Man – Skeletor's enforcer, controlled evil animals;
- Mer-Man – ruler of the watery domain and its creatures;
- Trap-Jaw – strong but stupid, part human, part cyborg;
- Evil-Lyn – beautiful but wicked sorceress.

Even with all his might and minions, however, Skeletor was never able to overcome his worst enemy, the one force that kept him from achieving his dreams of power and conquest...

He-Man.

AND NOW, ON WITH OUR STORY:

{the series will be launched with these episodes}

When our tale begins, Etemia has gone ten times round her sun since Skeletor was banished to the Frozen Lands and Adam became King, taking Tee-La as his Queen.

Adam's parents, Randor and Marlena, have retired to the Summer Palace and live quietly, enjoying this time of peace.

Meanwhile, in a forest far away... deep, dark and full of dangers... a powerful she-bearcat (half bear, half mountain lion) finds a small human boy-child, alone and shivering in the woods. She takes him into her cave and into her heart, caring for him as if he were the tiny bearcat cub she'd lost to predators several seasons before.

The boy learns the language of the animals. He develops enhanced powers of hearing and sight as he runs and leaps and swings through the forest with his animal friends. Day or night, he's able to "see" with all his senses.

As the seasons pass, the old bearcat has gotten older, slower, less able to hunt her own food with success. Her son cares for her now, as she once cared for him. She is his mother and he loves her.

The boy is still able to speak the human tongue, although his voice sounds harsh and rusty after all these years of isolation. He teaches Craven, the pet Etemian crow he'd raised from a nestless foundling, to talk, and comes on conversations with him to keep in practice.

The boy still remembers the beautiful woman and strong man who were his human parents, before the night he was stolen away. Sometimes his mother's voice, and the simple wisdoms she passed on to him, come back to him in times of need and help guide him. But most of his fading memories now seem like dreams, and the boy has forgotten the one thing he wishes most to remember: his name.

King Adam knows nothing of this boy until the Sorceress summons him to her and tells him, "It is time now for you to share the Power of the Sword. Legend speaks of a boy without name in a land without name. He is to inherit the Power Sword and wear the mantle of destiny. It is your destiny to seek him out in the dark valley beyond the Mountains of Fire."

Adam is not pleased. He may be King, with all the duties and responsibilities of ruling over a vast kingdom, but he is also in the prime of his life. He's not ready yet to give up the Power of the Sword. But he must heed the prophecy of the Sorceress, and so undertakes his most important quest in years.



Unknown to Adam, Skeletor has finally undone the spells and enforcements that bound him when He-Man and the Sorceress defeated him years before. Skeletor frees his allies from exile as well, and now Beast-Man's best furry and feathered spies follow King Adam's every move...

Thus Skeletor too is privy to the startling revelations of the Sorceress and learns of a potential new nemesis. So Skeletor decides to corrupt this future hero of Eternia before he can become a threat to his power.

As King Adam ventures forth with Man-At-Arms, Orko and Cragger in search of the mysterious boy-child who will fulfill the Sorceress's prophecy, the shadow of evil races ahead.

Skeletor makes haste to the dark valley beyond the Mountains of Fire with Beast-Man, Evil-Lyn and a host of brand new villains (see character descriptions). The unholy host arrives long before Adam, who is unaware of the jeopardy he faces.

This region has never been mapped. It is unknown territory, to Skeletor as well as Adam. Skeletor may have the head start, but finds himself looking for the proverbial needle in a haystack.

Finally Beast-Man sets the evil beasts of the forest on the trail of the boy and his mother. In a dramatic action sequence, the old bearcat gives her life so her son may live.

Skeletor convinces the naive youth that He-Man and his friends were responsible for his mother's death, and the boy swears revenge against He-Man for making him an orphan.

Skeletor turns the youngster over to Evil-Lyn to begin his indoctrination in the black arts while he lays a clever trap for Adam. Man-At-Arms must let himself be captured so Adam can get away and transform into He-Man. Now all He-Man has to do is rescue him!

He-Man is able to send Beast-Man, Evil-Lyn and the other members of the evil crew packing and free Man-At-Arms. But now where has Skeletor taken the boy? He-Man must battle the bony one's strongest magic, through a series of traps Skeletor lays in the Mountains of Fire, to rescue the wild child.

In the end, the youth must choose between Skeletor and He-Man. It's a difficult choice. But the boy learns the hard way that it is Skeletor who truly deserves his enmity. Skeletor callously blasts the boy's pet crow to get at He-Man, who is injured trying to save the hapless bird from Skeletor's magic blasts. When the smoke clears, only a few of Craven's jet-black feathers remain.

Though Skeletor defends his action by saying that the end justifies the means – doesn't the boy want to avenge himself on the "evil one" who killed his mother, no matter what it takes? The boy listens to his heart, laying his life on the line for He-Man.



He-Man names the boy DARE in recognition of his brave, impetuous spirit and promises that he will give him a home that no one can take away

In a regal ceremony back at the palace Adam and Tee-La adopt Dare as their son, with great festivities following. Dare has never been this happy before. Capping it all off, the icing on the cake, is the return of Dare's pet bird, Craven, who had gotten lost while evading Skeletor! He wasn't killed after all.

Under the tutelage of Man-At-Arm's teenage niece, Kay-La, Prince Dare's education begins in earnest. Thus begins the process of "civilizing" Dare (which will go on for the next 60 episodes, and perhaps even longer).

But Adam is still having a hard time coming to terms with "passing the torch" to Prince Dare. It takes a final confrontation with Skeletor in which Adam, as He-Man, must choose between retaining control of the Power Sword and losing his kingdom—or sharing the sword with Dare and saving Eternia. Only when he is faced with this most difficult of quandaries can Adam come to realize that the Sorceress was right—the time has really come. It is a learning experience for both of them, a time of emotional growth and an archetypal rite of passage. Adam releases the symbol of his youth for the grace of maturity; Dare learns that sometimes one must sacrifice immediate gratification for the sake of a greater good, earning the right to be called "Prince."

Thanks to the timely intervention of a falcon called ZOAR -- the form in which the Sorceress is able to leave Castle Greyskull and interact with the outside world -- Dare becomes HE-RO for the first time, and Craven is happily initiated into his awesome new role as Battle-Bird, as Dare thrusts the Power Sword into the air and shouts out...

"I AM HE-RO, SON OF HE-MAN..."

And in a magical, powerful SPECIAL EFFECTS SEQUENCE, Dare and Craven are TRANSFORMED into their mighty alter egos, as He-Ro thunders triumphantly...

"I HAVE THE POWER!"

With Skeletor defeated once again, at last a new hero is born. The mantle is passed -- A new era dawns in Eternia.

But Skeletor is watching... and waiting.

He-Ro will not go unchallenged or untested.



CHARACTERS

HERO / DARE

He is a boy going through the throes of early adolescence: too old for the joys of childhood, but too young for the pleasures of manhood. He is torn between the freedom of irresponsibility and the responsibility of freedom.

Although he still regards "girls" with a great deal of suspicion Dare has a secret "crush" on Kay-La, his tutor in the arts of warfare. But he would "die" if she found out.

Dare thinks of himself as an orphan – he has no idea whether his mother or father still live – but he is determined to find out. His search for who he was and the secret of his mysterious past will lead him into many an adventure, but the identity of his parents shall remain an unsolved mystery until the very last episode.

[We know, but we're not telling.]

As King Adam's adopted son, Dare must master the manners and duties befitting a prince of the realm. Although he's not unhappy like poor Tarzan was trying to cope with civilization in "Greystoke" (nor having nearly as hard a time), Dare does have his share of difficulties (some, quite comical) adapting to the so-called "civilized" life giving us opportunity for the occasional fish-out-of-water story. It's not easy living in a palace after being raised in the woods by a bearcat!



Dare

On the other hand, there's an upside to Dare's unusual upbringing: the advantage of special abilities and intensified senses coming from being a wild child, enabling him to...

- commune with animals
- follow a track with the skill of an Indian scout
- swing, leap and run through the woods with ease
- soundlessly steal through the night like a feral cat
- hear with hyper-sensitivity to the sounds of nature

However extraordinary these capabilities may be, they are limited. There is nothing supernatural about them. But when Dare becomes He-Ro, with the strength and powers of He-Man, his feral skills are heightened, setting him apart from He-Man, making him a unique champion in his own right.

What's most difficult for Prince Dare is accepting the awesome responsibility conferred upon him by the Sorceress after King Adam shared with him the Power Sword in the heat of battle. This was an awesome moment in many ways: the boy growing up and taking the first step to manhood, the man accepting the responsibility of maturity. When Adam hands the Power Sword to Dare, it is a major turning point in the lives of both.



He-ro

But Dare still has some growing to do

Whereas Dare is about thirteen, and looks his age, He-Ro has the trim, fit body of a strong, healthy eighteen year-old – hard, muscled, coordinated.

In He-Ro, there is none of the bony awkwardness of his still-developing alter ego. (The boy-to-man aspect of the Dare/He-Ro transformation will further heighten the sense of aspiration and empowerment for our audience.)

But – no matter how physically mature he becomes as He-Ro, mentally and emotionally Dare is still a kid.

Learning to be He-Ro the man, not Dare the boy – that's the hard part.

HE-MAN / KING ADAM

He-Man's alter ego is older and wiser now. He's no longer perceived as a happy-go-lucky, irresponsible gadabout to the world at large. But it was not until he began to settle down that Randor made him King and Tee-La became his queen. Tee-La was always attracted to He-Man; now that Adam is able to "be himself," she finds him irresistible.

Adam misses the good old days when he could dash off at will to become He-Man. But now he has a kingdom to rule, and so he has reluctantly passed on the protectorship of Eternia to his new son. Adam may occasionally make an appearance as He-Man by himself, apart from He-Ro, but usually as a result of Dare being temporarily unable to become He-Ro. He-Man and He-Ro can appear together as well, in times of great danger to Eternia. But to do this, they must transform at the same time, by jointly grasping and thrusting high the Power Sword as they shout out their incantations in sequence.

ADAM

By the Power of Greyskull!

DARE

I am He-Ro, son of He-Man!

ADAM / DARE

(together, as they transform)

WE HAVE THE POWER!



King Adam

Adam's relationship with Dare is sometimes brotherly, sometimes fatherly but always based on affection and respect. There is a bond between them that goes beyond love. Is it conceivable that they could be related by blood?

Someday Adam hopes that he and Dare will be able to search out the secret of Dare's past together.

We predict they'll be just as surprised as our audience – and you – when they finally learn the truth.

COPY

KAY LA

This healthy young beauty is no dummy. Far from it. She knows Dare has a crush on her. But he's just a boy. It's the dreamy Hero that makes her heart leap and her knees go weak.

As you might expect from Man-At-Arms' niece, Kay-La knows martial arts, swordplay, horsemanship, and almost everything else there is to know about being a warrior. Except, of course, the wisdom and judgment that only age and experience can bring — after all, she's only seventeen.

Although Kay-La seems to be on top of things, her immaturity shows in her readiness to jump into action without thinking, and her assumption she will always get away with it (like most teenagers, she thinks she's immortal). Her impetuous nature is something she has in common with Dare — put them together, it's critical mass. This shared trait can get them into trouble, and is frequently exploited to some advantage by Skelefor.

Though Kay-La is glad to be serving Eternia as a trusted member of the royal entourage, she can't believe her uncle would stick her with such a loser of an assignment. After all her years of learning the martial arts and honing her marksmanship with a laser stunner, she ends up teaching a snot-nosed kid straight out of the woods how to comport himself in public! Little does she realize the things he could teach her..



Kay-La

ORKO

No bider, no wiser and as inept as ever, the little magician and his new pal Dare quickly become partners in mischief and allies in misadventure. You can always count on Orko for comic relief ... but somehow he always manages to come through when the chips are down – even if by accident!

The tiny, mystical alien floats above the ground with no visible means of support, like some writers we know. His oversize hat keeps us from seeing his face. In fact, no one ever has. That's because on Orko's home planet of Trolla, which lies in another dimension, it's considered taboo – you only "show face" to the love of your life.

On Trolla he was notorious for being among the most incompetent of magicians – an eternal sorcerer's apprentice. On Eternia, nothing has changed. Orko might pull a dove out of his hat – but he's trying for a glove. He might find a coin in your pocket – but it was yours to begin with. He'll keep it, too. Man-At-Arms, the usual recipient of Orko's magical gaffes, heads the other way when he sees Orko coming.

Orko has an uncle named Dorka and a girlfriend named Dree-Elle. They live on Trolla, and occasionally come to visit. Both of them are better magicians than Orko, but the combination of two or more Tro-ians invariably leads to chaos and havoc.

CRINGER / BATTLE CAT

All he wants to do is eat, sleep in the sunlight and chase a butterfly or two now and then. But that darned Adam has secretly appointed him to look after Dare, and it's all Cringer can do to keep up with the boy! Especially with that rascal Orko getting Dare into one (usually dangerous) escapade after another! Or Dare's miserable loudmouth pet crow, Craven, calling him names and getting everyone into trouble!

Cringer is an Eternian tiger. He looks like a person but walks on all fours. That is, till he's frightened by his own shadow, in which case you will find him cowering in Kay-La's arms (knocking her down in the process). Cringer invariably tries to talk Dare out of going on hazardous journeys (which he defines as any place outside the palace walls) in favor of lightning raids on the palace pantry and other such exciting adventures.

Though Cringer too is older, being a magical creature, he has not aged like Adam and Man-At-Arms. When he becomes **Battle-Cat** in a blast of special effects from He-Ro's Power Sword, this ten-foot long Eternian tiger with jaws and claws of steel is just as ferocious as ever! As Battle-Cat, he is He-Ro's ally, and the steed upon whom he rides into battle.

Unless, that is, He-Ro elects to enter the fray by air, in which case he calls upon Cringer's rival...

CRAVEN / BATTLE-BIRD

Ever since Dare taught Craven to talk, when he was a boy and Craven was a fallen nestling, the two have been inseparable. This big, blustering black crow loves to brew up trouble, but is not capable of doing much about it if his meddling comes to a boil – he talks a good fight, but tends to trip over his own wings when it's time to put up or shut up. It's not that he's a fraidy cat, like Cringer, either. No, he's just plain incompetent. As Orko is to magic, so Craven is to battle – lots of enthusiasm, not much skill. Luckily, very few enemies take Craven seriously, and so far he's escaped injury – although he's had plenty of insult.

Craven had the good fortune (as he sees it) to be sitting on Dare's shoulder the first time the boy transformed into He-Ro. Craven was transformed too – into Battle-Bird – a huge, armored fighting creature large enough for Dare to ride upon.

Dare loves soaring through the sky on Battle-Bird as he flies into the heart of danger. Craven loves being tough enough, as Battle-Bird, to fly into the heart of danger and get away with it!

Craven and Cringer have an amicably contentious relationship as they vie for Dare's attentions. Once transformed, they are still competitive: first, for the honor of bearing He-Ro into battle, and second, to see who can be bravest and best once there!

QUEEN TEE-LA

She was a tough, demanding leader of the Palace Guard, and now she rules Eternia the same way. Her father, Man-At-Arms, trained her well in the ways of battle. When it came to fighting skills, Tee-La was the equal of any man...except He-Man.

As the Queen, she brings all her strength of character to the throne. But don't think for a minute that she has "settled down." Tee-La is much too headstrong and independent for that.

She is also intelligent and quick-witted. When King Adam is not available, she's just as able as he to make the hard decisions that go hand-in-hand with the more pleasant prerogatives of rulership, although she can be impetuous at times.

Though she will not play a large part in the series, she is Dare's adoptive mother, after all, as well as Kay-La's older, wiser cousin (she's more like an aunt, really, being ten years older than her and a lot more experienced), and so she watches out for "the kids" and freely gives them love and advice when they need it. Although they don't always take it!

MAN AT ARMS

He's always part of the inner circle that knows Adam's and Dare's dual identity. He was a right-hand-man to King Randor and now serves King Adam. Older and grizzled, Kay-La's uncle may be "semi-retired," but he likes to keep his hand (and sword) in the game as Chief Tactical Advisor to the King, and Acting Second-in-Command of the Eternian army. Like Adam, he misses the "good old days," but he realizes he's not the tireless adventurer he once was. Man At-Arms is helping Dare to learn the ways of honor and royalty; in return, the Tod helps him build new weapons to kick skull on Skeletor.

THE SORCERESS / ZOAR THE FALCON

The Sorceress is a wise and dignified woman who acts as an advisor and oracle to He-Man and He-Ro, and as such, she embodies the spiritual voice of our show. The Sorceress cannot leave Castle Greyskull without transforming into Zoar the Falcon, but as Zoar she can roam Eternia, keeping an eye on Skeletor. She radiates the power of good; He-Ro is the vessel into which her energy now flows.



Man-At-Arms

ADDITIONAL GOOD GUYS

Man-E-Faces – actor/warrior with a face for every occasion, he is a versatile mimic who can blend in anywhere. As a result, Man-E-Faces is easily able to penetrate enemy territory and spy on the opposition without being noticed.

Ram-Man – his armored head smashes through any obstacle. Note: he always wears his battle helmet. Ram-Man believes the shortest way is through, and usually, he's right. But when he's wrong, get out the Excedrin!

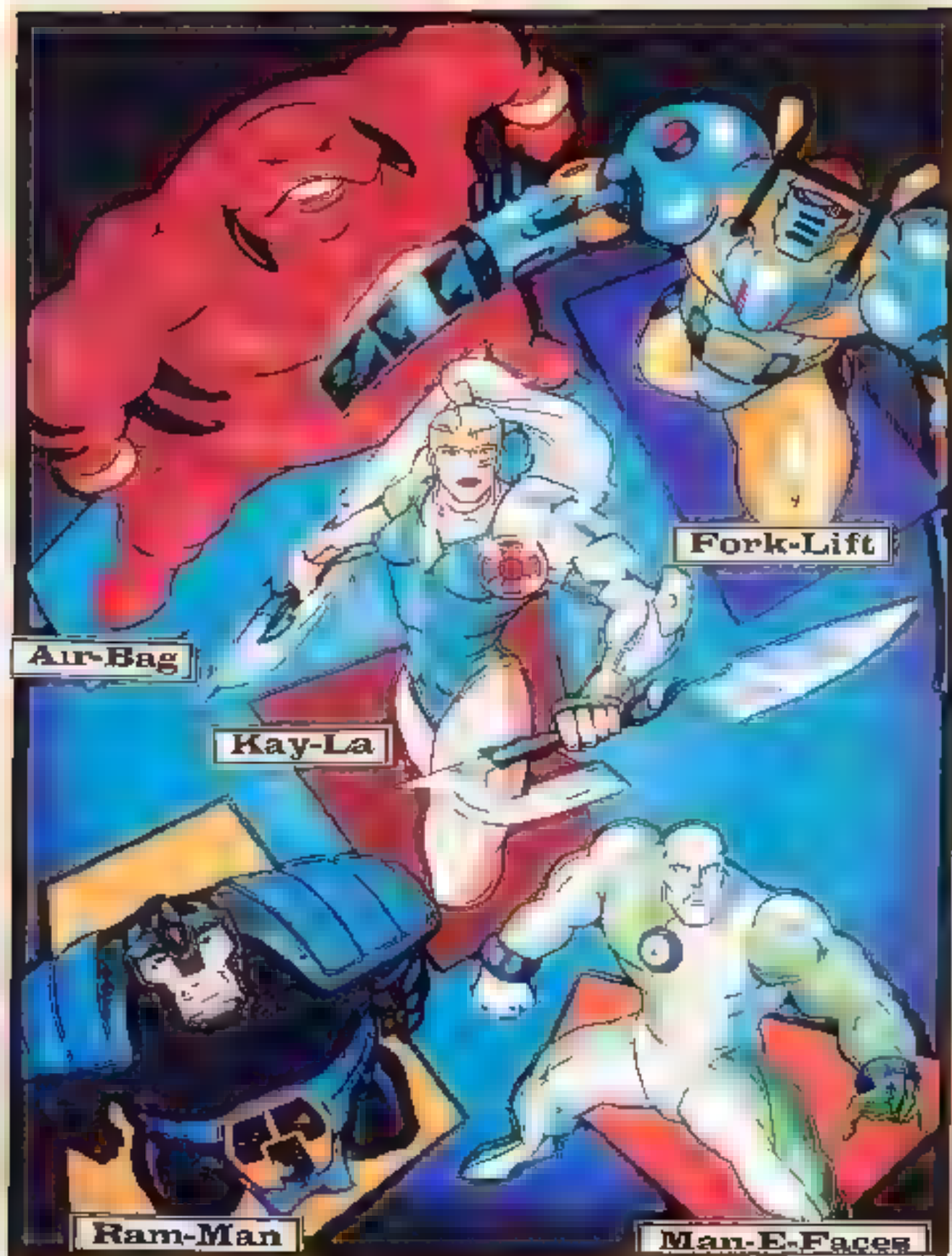
NEW GOOD GUYS

Air-Bag – he blusters, brags and puts on airs. But he can back up words with action – air action, that is. When he's going into battle, he puffs up like a weather balloon, then emits a blast of 'hot air' able to knock over the bad guys like a hurricane-force wind. He can even put out fires. You can count on him in a pinch... but don't needle him!

Fork-Lift – he can lift just about anything with his fork-like arms, and flip it over his head so it lands behind him. He-Man and He-Ro rely on him for any heavy-duty moving jobs when they're not around. Fork-Lift is gung-ho and enthusiastic, and when he errs, it is usually because he tries too hard to please. He looks like a cross between an Olympic weight-lifter and Godzilla.



Ram-Man



THE VILLAINS

INTERVILLAIN DYNAMICS

Although Skeletor is the acknowledged boss and leader of Eternia's evil faction, all is not calm beneath the surface of these unwholesome waters. His minions constantly jockey for position, and would gladly abandon Skeletor in an instant and usurp his power if they thought they could get away with it. There are always plots and schemes going on – most of which Skeletor knows about, but tolerates because he's sure they will never lead anywhere. The most dangerous of the lot is Evil-Lyn, who possesses beauty, intelligence and a mastery of the black arts that equals or surpasses Skeletor's. But she does not like direct confrontation, preferring to divide and conquer. If her fellow underlings were in any way competent, her strategy might work, but they are so busy undercutting and back-stabbing each other, they can never get it together to pose a real threat to Skeletor, and he knows it.

SKELETOR

The goal of this evil warrior from another dimension is to become Master of the Universe. The conquering of Eternia and the acquisition of the magical secrets of Greyskull are but the first steps in his grand plan. But he was continually foiled by He-Man, and now he has He-Ro standing in his way.

Skeletor is ageless. He has a new magic staff topped by a black crystal which shoots black power rays and casts spells as needed. He rides on a gigantic, snarling black panther called, appropriately, Panthor, who is the sworn enemy of Battle-Cat. The two fight fiercely when their masters engage in combat.

Skeletor's lair is a network of tunnels and caverns inside a forbidding extinct volcano called Snake Mountain. In his throne room is a magical portal which functions like a crystal ball and allows Skeletor to spy on his enemies from afar.

Skeletor's years in spell-bound exile, thanks to He-Man, have made him bitter and vengeful. He has a megalomaniacal temper and tends to rant and rave when things do not go his way. The mere mention of He-Man or He-Ro sends him into paroxysms of wild rage. Although Skeletor and his crew may sometimes seem comical in their bickering, backstabbing and blundering, make no mistake: they are totally evil and without mercy, and will not rest until all of Eternia is under their control.



Skeletor

BEAST-MAN

This lumbering brute is both enforcer and henchman. He has a savage nature and incredible strength, making him a match for anyone on Etemia except He-Ro and He-Man.

Beast-Man speaks in a growling voice and is able to communicate with most of the evil-natured, vicious animals of Etemia. With considerable effort, he can bend their wills to his own evil command and make them do his bidding. But he is so obsequious, subservient and just plain scared of Skeletor, he would never dream of using these animal allies against the sinister skeleton.

He was one of Skeletor's first allies on Etemia, and his most faithful. But try as he might, Beast-Man is never able to please his master. He's the ultimate whipping boy. When things go wrong, it is usually Beast-Man whom Skeletor will blame, to whom he directs his tirades of rage and, occasionally, his power rays of punishment. Like any good co-dependant, however, Beast-Man convinces himself it is his own fault every time.

Beast-Man could conceivably become a danger to Skeletor should Evil-Lyn ever convince him to align himself with her versus Skeletor. Given Beast-Man's toadying, bully-boy nature, it isn't likely. But that doesn't stop Evil-Lyn from trying...



EVIL-LYN

After all this time, Evil-Lyn is just as beautiful and malevolent as ever, and she's still determined to become Empress of Eternia – with or without Skeletor. Sultry and sinister, she is the wicked counterpart of Tee-La and Kay-La. Graceful, athletic, she's a skillful warrior but prefers deceit and trickery to a fair fight whenever possible. Being into black magic, Evil-Lyn carries powerful gemstones which she uses to cast spells against her enemies. Evil-Lyn is second only to Skeletor in power, and often works against him – but always behind the scenes. She knows she would lose in direct conflict with him. As a major villain in the series (and the only villainess) Evil-Lyn is a somewhat... shall we say *overwhelming* adversary for inexperienced, hormonally-challenged He-Ro – and the one whom he has the hardest time figuring out. She lies more convincingly than she tells the truth!

MER-MAN

The Warlord of Water. Mer-Man is called upon whenever Skeletor's plans involve oceans, rivers or lakes – or the creatures that live therein. Mer-Man is amphibious, able to function on land as well as water, but he doesn't like it on the surface, and whines and complains constantly. Mer-Man commands vicious Eternian sea creatures such as winged sharks and electric eels that stretch out like living bungee cords to zap his opponents.



Evil-Lyn



Mer-Man

TRAP JAW

This part-human, part-robot cyborg is a fearsome opponent. He has one robot arm which can be removed and replaced by a laser blaster, hook or sword blade. The lower half of his mouth is a hideous steel trap. He's the really stupid one.

NEW SERIES VILLAINS

BUG-EYE – where Beast-Man commands animals, Bug-Eye commands insects – especially the stinging and biting variety. His personality fits the rest of his motif – he's a pest with an annoying Rick Moranis voice.

SLOB-BOAR – half man, half pig, all slob. He's got a nose for trouble and a mean set of sharp, slashing tusks. Tends to go off like a firecracker. Think of him as a mutant John Belushi.

TONGUE-LASHER – you've heard of having a sharp tongue? This guy's whip-like appendage cuts through solid rock. He has a personality to match: Howard Stern meets Don Rickles.



Trap-Jaw

MISSILE-TOE – don't trip over his feet .. you might set off one of his heat-seeking missiles and blow the both of you up! The fact that he is completely overloaded with armaments, combined with his incredible "two left feet" clumsiness, makes him all the more dangerous -- although he's as likely to blow himself up as anything else

SAW-TOOTH – he has a mouthful of sharp, wicked teeth, each of which is serrated like a saw blade. He's not happy unless he's eating something, and he'll eat anything and everything including gold, gems and magical items. You don't want to leave this guy alone in the treasure vault!

EVER-MEAN – don't let him get his vines around you, he'll never let go. Being half-man, half-plant has given him an identity crisis. He has a persecution complex with attendant paranoia. He gets very upset when anyone gets between him and his light source (he photosynthesizes his food) – he thinks everyone's out to get him because he's only part human.

ODAR – a human skunk, his smell repulses armies. He fires volleys of foul, gaseous green stink bombs from his underarms. Personality-wise, he has all the warmth and charm of a veteran Brooklyn caddy.

VEHICLES

Since the first series took place, Etemian science has developed high tech mechanical “beasts” – called TEKS – for battle and transportation. The robotic creatures are heavily armored and virtually indestructible. Tek’s have rudimentary computer brains with simple personalities. Thanks to Artificial Intelligence, they can talk, and can learn from experience, becoming formidable allies – or enemies (in which case, they’re known as REKS).

GOOD

FLIPP-TEK – this large, amphibious Rep-Tek flip-flops between sleek submarine, high-speed oceanic hydroplane and land-based armored personnel carrier

TERRA-TEK – an armored all-terrain vehicle that looks like the mutant offspring of a Stegasaurus and a Humvee. It has six wheel-drive, six seats and can go zero to sixty in six seconds.

EVIL

AQJA-REK – like a huge shark, this lethal destroyer cruises the Etemian seas looking for prey to suck into its gaping maw, and can even travel on land. Inside, it’s a mobile Snake Mountain.

KARNA REK – this “monster truck” destroys other vehicles with its giant biting, shredding jaws of steel and flame-throwing eyes. Skeletor’s personal all-terrain vehicle.



Flip-Tek



Terra-Tek



Aqua-Rek

COPY
STORIES

Since the series is essentially one of good triumphing over evil, the stories will maintain action, adventure and suspense, with the focus of conflict on He-Ro versus Skeletor, interspersed with comic relief from the likes of Orko, Cringer and Craven (not to mention the infighting antics of Skeletor's henchies).

Though the stories will always be adventure-based and action-packed, and include plenty of fun, at the same time they will address the more serious issues of growing up, finding one's identity, dealing with peer pressure and the like – familiar themes to us, yet ever new and fresh to those who are experiencing them for the first time.

At heart, Dare is still a kid, learning to cope with the world around him – and the world within. His is the emotional journey called "growing up," that all kids must make to reach adulthood. Which is precisely why this series, and this character, will be both meaningful and relatable to all kids. Dare will be faced with age-old problems and pressures in both allegorical and real ways. As he learns to resolve his dilemmas, so will our audience.

Although our action-adventure tales will consistently be exciting, entertaining and fun – after all, that's why kids watch in the first place – there will always be a core of moral and emotional truth.

SAMPLE SPRINGBOARDS

"A Bird In the Paw" – the rivalry between Craven and Cringer comes to a head when their squabbling gets Dare captured by Skeletor. They must free him – all by their untransformed selves. When each saves the other during the rescue effort, they realize they really do kind of like each other. They come to a grudging truce, and discover that it takes cooperation, not competition, to finally win Dare's freedom.

"Beyond the Sea" – Skeletor invades a tropical volcanic island to trick the Volcano Empress into causing an eruption, the ashes from which will put Eternia into darkness. He-Ro's mission to stop Skeletor goes awry when the native people mistake Orko for a legendary evil spirit and "sacrifice" him to the Volcano Empress – who finds him so irresistible, she refuses to let him go – and if He-Ro doesn't want an eruption, he'd better not try to take him! Terrified for his life, Orko makes everything worse by pretending to return the Empress's affections. One lie leads to another, and another... until his house of lies comes crashing down on top of him! He'd have been better off telling the truth in the first place!

"Into the Vortex" – He-Ro and Battle-Bird are sucked into the vortex of a tornado. They are set down – transformed into their weak, ordinary selves – in a strange land where magic doesn't work, the Power Sword is powerless, Dare can't talk to animals – and Craven can't talk at all. It's gonna be a long way home... but in living by their wits, our heroes discover that brainpower is the greatest power of all.